

Lamplighter Ministries International, Inc.

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Mt. Morris, NY 14510
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Please send resume with cover letter to: mark@lamplighter.net

Marketing Director

The marketing director must be experienced, proven, creative, and passionate about Lamplighter's mission and products and enthusiastic about communicating this passion to others. This person loves to champion new products, can easily connect the appropriate story with an individual's known needs, and can articulate how God is using Lamplighter stories in the lives of families around the world. The marketing director is an effective communicator, both in writing and verbally, and can execute a plan to grow the organization through knowledge of the needs and desires of existing customers while also expanding into new markets.

Specific job expectations include, but are not limited to:

- Management of weekly email marketing campaign (knowledge of MailChimp or other email marketing software)
- Management of email campaigns intended to inform our mailing list of the biblical insights and other content specific to the Christian worldview which is presented in our stories and seminars
- Social media updates (mainly relating to products, sales, etc.)
- Website/store updates, design, and monitoring (WordPress, Wix, Nexternal)
- Generating creative marketing ideas
- YouTube uploading and monitoring
- Uploading weekly Lamplighter Theatre radio broadcasts to web platforms (Sound Cloud, WordPress, Wix)
- Audio & video production (including behind the scenes videos and general promotionals/commercials)
- Coordinating the work of other staff who contribute to the marketing process (graphics, editing, approvals) and able to effectively collaborate with the team
- Developing, managing, promoting, and advancing the revenue-share affiliate program to a variety of organizations that can promote Lamplighter products and mission
- Monitoring and researching public reviews in order to promote Lamplighter's influence upon individuals, families, schools, and churches
- Collaborating with radio stations and Weststar Management concerning audio productions, interviews with the president, events, opportunities, and promotionals

Additionally, the marketing director will be responsible to research and pursue the following marketing strategies:

- Leverage testimonials.
- Identify and develop a plan for targeting homeschool speakers, leadership instructors, radio hosts, TV hosts, ministry leaders, financial and career entrepreneurs, etc. Build and maintain an active relationship management program for this group of cultural leaders.
- Identify sub-segments in the homeschool market that are ideal targets for Lamplighter product (e.g. Old Schoolhouse Magazine, Charlotte Mason, Classical Education, Creation Museum, Living Books, etc). For each segment to be targeted, identify media consumption habits, leaders, online forums, etc.
- Segment Lamplighter products and identify product groupings that would appeal to specific segments:
 - Historical fiction
 - Character education
 - Financial stewardship
 - Leadership
 - Bible
 - Career
 - Sports (i.e. Stick to the Raft)
- Know the content of Lamplighter resources according to age level and theme, and able to communicate this content on a variety of marketing platforms.
- Oversee product descriptions on the website.
- Encourage and manage reviews on the Lamplighter website.
- Identify key blogs that have a strong following with specific target markets (homeschool teens, homeschool moms, Christian grandparents, members of the sub-segments mentioned above, etc.). Develop a marketing plan that would focus on these bloggers.
- Identify teen leaders in the homeschool community and target them. Teen Pact, the Revolution, Generation Joshua, etc.
- Find a way to let brand ambassadors tell their stories. Create live online events, audio testimonials, video testimonials, testimonials contest, and summer reading/listening initiative.
- Establish and oversee a customer advisory board marketing team.
- Conduct basic marketing research for radio audience. Who is listening and buying? Look into a revenue share with the radio stations. Adopt an ad rotation and metrics plan for the radio stations.
- Develop customer relationship management tactics to customize and personalize the Lamplighter experience for consumers.

- Identify non-discount-focused rewards for loyal customers and high CLV customers (e.g. unexpected gifts, special invitations, free seminar download, etc.).
- Promote book fairs and book club programs.
- Manage revenue share with homeschool groups.
- Identify and resolve all channel conflict issues (convention, website, resellers) as they relate to content and pricing.
- Geo-target to consumers before conventions.
- *Lamplighter Moments* and *Fastened Like Nails* article management plan – targeting homeschool organization magazines. Year-round outreach schedule needed.
- Develop and manage a social media plan.